



COUNTY OF SAN DIEGO NEWS ADVISORY

FOR IMMEDIATE PUBLICATION:
December 16, 2010

CONTACT:

Thomas Christensen (619) 515-6635
(619) 964-1527 cell

TROUBLE IN TOYLAND

Some Toys Can Be Worse Than Annoying

WHAT: Supervisor Ron Roberts will be joined by local health officials to warn parents about dangerously loud toys and how they can cause hearing loss.

Officials will demonstrate how some toys exceed the recommended decibel level, which can lead to gradual hearing loss, and how parents can protect their children from these extremely loud toys.

WHO: **Supervisor Ron Roberts**, District 4, County of San Diego Board of Supervisors
Wilma Wooten, M.D., M.P.H., San Diego County Public Health Officer
Barbara Jiménez, Director, First 5 Commission
New mom and baby

WHEN: **Monday, December 20, 2010 at 10:00 a.m.**

WHERE: **Health and Human Services Agency**
1700 Pacific Highway, San Diego

WHY: Children are especially vulnerable to noise-induced hearing loss. These noises include toys, games and electronic devices that can emit sounds at unsafe levels such as cap guns, toys with horns or sirens, musical instruments, video games, and personal music players.

Five million children in the U.S. suffer from noise induced hearing loss because of excessive exposure to loud noises, according to the U.S. Environmental Protection Agency.

The American Academy of Pediatrics uses 85 decibels as the threshold for dangerous levels of noise; at this level hearing loss can begin to occur after eight hours of exposure.

Parents can take the following precautions to protect their children's hearing:

- Don't buy toys that are too loud
- Check gifts for noise danger
- Put tape over the speakers of loud toys parents already own
- Remove batteries from extremely loud toys
- Limit the amount of time spent on noisy activities
- Turn down the volume of video games, TV and computer. If you can hear the sound from your child's personal music player it is too loud and unsafe.

VISUALS: Sound thermometer, decibel reader, loud toys, small baby in Santa outfit.

###

FOLLOW THE [COUNTY](#) ON [TWITTER](#), [FACEBOOK](#) AND [YOUTUBE](#)

COUNTY COMMUNICATIONS OFFICE
1600 PACIFIC HIGHWAY, ROOM 208 • SAN DIEGO, CA 92101-2472